



BRANDON SYSTEMS INSTITUTE

1130 17th Street, N. W., Washington, D. C. 20036 Tel: 296-0678

THREE-COURSE SERIES
COVERS METHODS FOR
SELECTION, CONTROL,
& OPERATIONS REVIEW

Dear Sir:

Three short management courses aimed at your major responsibilities -- establishing operations control, taking stock of current operations for present and future planning, and selecting new hardware -- will be presented March 20-23 in Washington and March 27-30 in New York.

They will be given as a three-part series over four days, with the computer selection course on Monday, operations control on Tuesday and Wednesday, and performance measurement on Thursday. Each course is offered either separately or as part of a three or four-day unit, permitting your organization to send individuals with different interests and responsibilities to different courses and still benefit from the lower fee for three or four-day units.

The one-day Computer Selection Methods & Criteria course is directed toward the data processing manager's continuing responsibility for choosing between the many competing machine makes and configurations available today. Its major emphasis is on selection techniques, and the course is of direct and obvious value both to those who are adding to or replacing existing equipment and those selecting their first computer.

The longer of the three courses, Computer Operations Management and Control, is an expanded version of the former Operations Control course. Control techniques and procedures are still the major emphasis of the course -- the added day permits fuller coverage of the subject, addition of new material and time for discussion which was necessarily limited in the one-day version.

The one-day Measuring EDP Performance course presents a tested and practical approach to the manager's job of "taking stock." This task is of particular importance in measuring the achievements of a new

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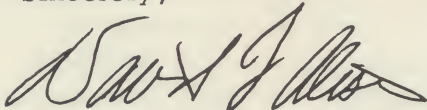
installation, and in the evaluation that precedes major conversion or expansions. The course shows you how to identify and evaluate such factors as your organization's effectiveness, staffing patterns, application performance, user satisfaction, operating budget, development budget, and equipment planning and use.

Fees for one-day courses are \$110 and for two-day courses \$155. A one and a two-day course may be taken together at the three-day unit fee of \$200, or all three courses at the four-day unit fee of \$245. Your organization may schedule different individuals for different courses in a unit at those fees.

Instructors for these courses are Dick H. Brandon, President of Brandon Applied Systems, Inc.; A. M. O'Reilly, BASI Senior Associate, and Max Gray, BASI Vice President -- Operations.

Washington courses will be in the Mayflower Hotel, and New York courses at the Biltmore Hotel. To register, mail the enclosed post card or call the registrar at either the Washington or New York office.

Sincerely,

A handwritten signature in dark ink, appearing to read 'David F. Alison', with a stylized, flowing script.

David F. Alison
Director

BRANDON SYSTEMS INSTITUTE



**COMPUTER
SELECTION
METHODS &
CRITERIA**

Washington, D. C.
March 20

New York, N. Y.
March 27

**COMPUTER
OPERATIONS
MANAGEMENT
& CONTROL**

Washington, D. C.
March 21-22

New York, N. Y.
March 28-29

**MEASURING
EDP
PERFORMANCE**

Washington, D. C.
March 23

New York, N. Y.
March 30

data processing seminars

COMPUTER OPERATIONS MANAGEMENT & CONTROL

Instructors: A. M. O'Reilly and Max Gray

COURSE OBJECTIVES: Presents a body of techniques and disciplines developed for control of data processing operations. Covers concepts, techniques, procedures and forms, as well as a complete system for control of data flow in the installation.

COURSE OUTLINE

First Day

Operations Control Functions

- Operating Environment
- Effects of Mission on Operations
- Operations Planning
- Control Requirements
- Responsibility for Control
- Functions Related to Organization Size

Control of Workload

- The Effects of Scheduling
- Scheduling Procedures
- Expediting Procedures
- Machine Usage Analysis—Batch Processing
- Machine Usage Analysis—On-Line Processing
- Priority Systems and Operating Software
- Internal Control Procedure

- Systems Control Requirements
- Review and Evaluation of Performance
- Feedback of Schedules for Systems Planning

Second Day

Data Management

- Data Coordination
- Data Control
- Operating Procedures
- Operations Library
- Report Distribution
- Quality Control

Operations Management

- Participation in Hardware and Software Selection
- Participation in Control
- Motivating Operations Personnel to Control
- Interface with Other Organizations
- Long Range Planning

MEASURING EDP PERFORMANCE

Instructor: Max Gray

COURSE OBJECTIVE: Identifies elements to be analyzed and presents methods for measuring them in terms required for review of present capability, planning future resource requirements, establishing progress toward installation goals, and planning for a conversion to new hardware.

COURSE OUTLINE

Objectives of the Operations Analysis

Planning for Operations Analysis

Personnel Analysis

- Skills Inventory
- Experience Matrix
- Work Load Assessment
- Qualifications
- Staffing Patterns
- Policy

Organization Analysis

- Location
- Structure
- Relationships
- User Communication

Equipment Analysis

- Utilization
- Systems Balance
- Control

Analysis of Methodology

- Systems
- Programming
- Operations
- Management Control

Applications Analysis

- Current Efficacy
- Short Range Workload
- Future Plan
- Resource Requirements

Budget Analysis

- Cost Effectiveness
- Budget and Cost Planning

Comparative Analysis

- Operating Ratios
- Personnel Ratios
- Performance Evaluation

Documenting the Analysis

Presentation to Management



MONDAY

COMPUTER SELECTION METHODS & CRITERIA

Instructor: Dick H. Brandon

COURSE OBJECTIVE: Provides instruction in the application of currently available techniques for computer selection, including both manual and mechanical methods, and a complete picture of the overall selection process from specification to contract signing.

COURSE OUTLINE

Responsibility for Selection
•
Requirements of the Feasibility Study
•
Selection Criteria
•
Development of Specifications
•
Request for Proposals
•
Bidders Conference
•
Characteristics and Criteria
•
Software Characteristics
•
Mechanical Selection Systems
•
Proposal Validation
•
Manufacturer Presentation
•
Throughput Analysis
•
Ranking
•
Selection
•
Final Feasibility
•
Presentation to Management
•
Contract Negotiation
•
Contract
•
Summary

INSTRUCTORS

Dick H. Brandon, President
Brandon Applied Systems, Inc.

Mr. Brandon has directed data processing consulting activities for eight years. Prior to this, Mr. Brandon supervised a programming section of a major manufacturer of computing equipment. Mr. Brandon's original experience in data processing was obtained as a Senior Industrial Engineer with a manufacturing company, where he set up a unique punch card installation for production and inventory control. His background includes management of programming and operating personnel, the development of unique standards for methods and performance of data processing personnel, and the training of management, supervisory, and technical personnel. Mr. Brandon is the author of the only book on data processing standards, and has contributed to numerous professional magazines and other publications.

A. M. O'Reilly, Senior Consultant
Brandon Applied Systems, Inc.

Mr. O'Reilly is a specialist in data processing management. He has concentrated in areas of organization planning, preparation of equipment specifications, evaluation and selection of equipment, implementation of methods and standards for programming and systems staffs, long-term budgetary planning, and design and implementation of data processing applications. His background includes supervision of programmers, systems analysts, operating personnel and management, and auditors and technical staffs.

Max Gray, Vice President—Operations
Brandon Applied Systems, Inc.

Mr. Gray is a specialist in installation management. His areas of concentration include the development of methods and performance standards, evaluation of installation performance, evaluation and selection of equipment, and design and implementation of data processing applications. During ten years in data processing, Mr. Gray's practical experience has encompassed the administration of complex planning and development projects, supervision of programming and operating personnel, and organization of managerial and technical training programs.

REGISTRATION AND FEES: Registrations are accepted by mail or telephone at both the Washington, D.C. and New York offices. Fees, including luncheons and course materials, are:

One Day Course:	\$110	Three Day Unit:	\$200
Two Day Course:	\$155	Four Day Unit:	\$245

A three day unit is made up of a one day and two day course. A four day unit is made up of both one day courses and the two day course. Different persons from an organization may be registered for courses in a unit. Classes begin at 9:00 a.m. and continue through 5:00 p.m.

WASHINGTON COURSES

Courses will be given in the Mayflower Hotel, Connecticut Avenue at DeSales Street, N.W., Washington, D.C. 20036. The meeting room will be posted in the lobby. The Mayflower has set aside a block of rooms for student registration at \$18 a day for single and \$23 a day for double rooms. The hotel phone is (202) DI 7-3000.

NEW YORK COURSES

Courses will be given at the Biltmore Hotel, Madison Avenue at 43rd Street, New York, N.Y., 20017. The meeting room will be posted in the lobby. The Biltmore has set aside a block of rooms for student registration at \$16.95 for single and \$21.95 for double rooms. The hotel phone is (212) MU 7-7000.

BRANDON SYSTEMS INSTITUTE is the education division of Brandon Applied Systems, Inc. In addition to its public series of technical and managerial courses on data processing subjects, the Institute conducts private training courses for business and government. . . . For further information about this program, or to have your name added to the mailing list for course announcements, write:

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30 East 42nd Street
New York, N.Y. 10017
Tel: (212) YU 6-1518

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